



**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**(ENT300)**

**3-LAYER BAKERY**

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# TABLE OF CONTENTS

NO.		PAGE
	<b>GENERAL PLAN</b>	
	<b>ACKNOWLEDGEMENT</b>	2
	<b>EXECUTIVE SUMMARY</b>	3
1.0	INTRODUCTION	4
1.1	LOCATION OF THE BUSINESS	12
1.2	SHAREHOLDERS	14
	<b>MARKETING PLAN</b>	
2.0	INTRODUCTION	27
2.1	MARKET OBJECTIVE	28
2.2	PRODUCT DESCRIPTION	29
2.3	MARKET ANALYSIS	30
2.4	MARKET STRATEGIES	27
2.5	MARKETING BUDGET	41
	<b>OPERATION PLAN</b>	
3.0	INTRODUCTION	43
3.1	OPERATION OBJECTIVE	44
3.2	OPERATION EXECUTIVE FUNCTION	45
3.3	OPERATION STRATEGIES	45
3.4	CONVENTIONAL SYMBOLS	46
3.5	FLOW CHARTS	47
3.6	OPERATION AND BUSINESS HOURS	50
3.7	MANPOWER PLANNING	51
3.8	OPERATION PLAN LAYOUT	53
3.9	OPERATION EXPENSES	54
3.10	OPERATION BUDGET	58
	<b>ADMINISTRATION PLAN</b>	
4.0	INTRODUCTION	60
4.1	VISSION	61
4.2	MISSION	61
4.3	ADMINSTRATION OBJECTIVE	61
4.4	COMPANY STRATEGIES	62
4.5	ORGANISATIONAL STRUCTURE	63
4.6	MANPOWER PLANNING	64
4.8	OFFICE LAYOUT	66
4.9	SCHEDULE OF REMUNERATION	67
4.10	EMPLOYMENT BENEFITS	67
4.11	ADMINISTRATION BUDGET	69

## Executive Summary

After doing a proper research on the business opportunity available around 7<sup>th</sup> miles and Kota Samarahan, our group has decided to specify our business in selling our products which is Sarawak traditional layer cakes. Our group has come up with the business plan of partnership whereby our company's name will be known as "3-Layer Bakery". Our businesses will located at No.35, Lorong APT9, Taman D'Villas, Jalan Dato' Mohd Musa , 94300 , Kota Samarahan ,Sarawak.

3-Layer Bakery is a form of partnership business which consists of six shareholders and each one of us contributes a certain amount of capital that has been agreed by each partner. The selection of each partner's position is based on our own skills, qualification experience and field of expert. Every shareholder is compulsory to involve in the management and operation activities of the business.

To become a successful company, we have set our objectives for the organization by giving the best services and good quality of products to our customer, to gain as much profit, and be able to compete with our competitors and to be one of the best layer cakes producer in Sarawak.

In addition, to establish and launched this business, we need a total project implementation cost amounted from loan of RM5,000 from MayBank and contribution sum of RM100,000 from the shareholders. Although this business requires a quite large amount of money to start, we guaranteed that the annual operation budget and sales will bring us profit and will be able to pay back the debt in the time given.



## **1.0 Introduction**

3-Layer Bakery is a partnership business form which consists of 6 shareholders with experience in our own field and nature of job. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated. By doing a partnership business with all experienced managers, we are able to compete with other competitor and we are able to be creative and innovative for our customers. In the other hand, the partnership is a perfect option to be taken because the shareholders are sharing ideas and knowledge in order to gain profit and achieve high productivity level. We offer our customers with variety flavour, colour, recipe and size of Sarawak's layer cakes with attractive design as well as our friendly services.

### **1.0.1 Name of the Company**

We have agreed to name our business as 3-Layer Bakery. We chose this name because this name shows our main products produces by our businesses that is layer cakes with different tasty flavours, colours, recipes and size that may attract customer with our own unique taste that the customer would love our product. This can be shows by looking on how Sarawak's layer cakes gained popularity from many people in Sarawak especially.

## 1.0.2 Nature of Business

Our major activity is producing and selling Sarawak's traditional layer cakes whereby soft and tasty are our core product. It is accompanied by ultimate service which is decorating unique and creative layer cakes. We produce varieties of layer cakes based on the demand from individual customers and the order from food premises and distributors.

Our customized layer cakes can offer a competitive advantage with increased customer value and better service. We do not only bake and produce layer cakes but also design based on customer's needs. Our customers can give their ideas according to their own wants to design the layer cakes. Besides the design, they can choose the flavours such as chocolate, banana, pineapple and many more flavour that offered by our business. Sarawak traditional layer cakes are suitable for festive days and for daily foods since the designs are attractive and the taste are delicious with free of harmful ingredients. Layer cakes are also appropriate for many special occasions such as wedding, engagement, birthday party, mother's day, father's day, farewell party and also another occasions.

On the other hand, standardization has offer lower price advantages with standard layer cakes. We bake and design Sarawak traditional layer cakes to be sold in our outlet. Another advantage is those layer cakes are ready to be eaten with soft, tasty, delicious and colourful.